

Message Text

UNCLASSIFIED

PAGE 01 RABAT 00086 051749Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 AGRE-00 AF-08 /026 W
-----060010Z 081621 /61

R 051719Z JAN 77
FM AMEMBASSY RABAT
TO SECSTATE WASHDC 677
INFO USDOC WASHDC
AMEMBASSY ALGIERS
AMCONSUL CASABLANCA
AMEMBASSY TUNIS

UNCLAS RABAT 0086

E.O. 11652: N/A
TAGS: BEXP MO
SUBJECT: PROPOSED NATIONAL FOREST PRODUCTS ASSOCIATION (NFPA)
IOGA TRADE MISSION

REF: STATE 00544

1. MOROCCO IS A FIFTY MILLION DOLLAR A YEAR FOREST PRODUCTS IMPORTER. US SUPPLIERS HAVE AS YET TO PENETRATE THIS MARKET SIGNIFICANTLY. BECAUSE OF NEARNESS OF PROPOSED MISSION ARRIVAL TO OPENING DATE OF BIENNIAL CASABLANCA TRADE FAIR AND OUTSTANDING POSSIBILITY OFFERED FOR MAXIMUM MARKET CONTACT, EMBASSY AND CONGEN CASABLANCA SUGGEST NFPA CONSIDER PARTICIPATION IN US PAVILLION AT CASABLANCA INTERNATIONAL FAIR TO BE HELD APRIL 28 TO MAY 15, 1977. A \$1500 BOOTH AT THE FAIR WOULD GIVE WIDE EXPOSURE TO GOVERNMENT AND BUSINESS AUDIENCE AS WELL AS THE GENERAL PUBLIC, MAXIMIZING EFFECTIVENESS OF OTHER CONTACTS HERE.

2. MARKET INFORMATION. AT PRESENT 8 TO 10 MAJOR IMPORTER/DISTRIBUTORS HANDLE THE BULK OF MOROCCAN FOREST PRODUCT IMPORTS. MAJOR SUPPLIERS ARE WESTERN
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EUROPE AND THE COMECON COUNTRIES. ACCORDING TO SEVERAL MOROCCAN IMPORTERS SURVEYED, PRINCIPAL PROBLEMS WITH US SOURCE IMPORTS HAVE BEEN HIGHER FACTORY PRICES AND TRANSPORTATION COSTS, LONGER DELIVERY TIMES, AND THE US PRACTICE OF REQUIRING CASH PAYMENTS. IMPORTS OF PLYWOOD AND PARTICLEBOARD ARE PROHIBITED SINCE ALREADY PRODUCED IN MOROCCO. IN SOME CASES MOROCCANS PURCHASE

US WOOD FROM FRENCH DEALERS WHO ORDER LARGE QUANTITIES
AND SELL SMALL LOTS TO CUSTOMERS HERE. THERE IS,
HOWEVER, A SIGNIFICANT MARKET HERE PROVIDING ATTRACTIVE
OPPORTUNITIES TO US FIRMS WILLING TO GO THE EXTRA MILE
TO MEET MOROCCAN NEEDS.ANDERSON

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
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Sent Date: 05-Jan-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Subject: PROPOSED NATIONAL FOREST PRODUCTS ASSOCIATION (NFPA) IOGA TRADE MISSION
TAGS: BEXP, MO
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